

U.S. Department of Justice

Washington, DC 20530

Exhibit B to Registration Statement**Pursuant to the Foreign Agents Registration Act of 1938, as amended**

INSTRUCTIONS. A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at <https://www.fara.gov>.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: <https://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <https://www.fara.gov>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .32 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant

Joe Miklosi

2. Registration Number

6963

3. Name of Foreign Principal

Dr. Reginald Boulos

Check Appropriate Box:

4. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.
5. ☐ There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
6. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.
7. What is the date of the contract or agreement with the foreign principal? 05/01/2021
8. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Dr. Reginald Boulos started the MTVAyiti political movement to empower more Haitians, especially women, farmers, youth, and the Haitian American diaspora. Dr. Boulos is an emerging Presidential candidate for the country of Haiti. Dr. Boulos believes it is important for the country of Haiti to have a productive partnership with leaders in the United States government.

9. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Creating awareness and resources among the 1.6 million Haitian Americans in the USA to support the MTYAyiti political movement in Haiti.

10. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act¹.

Yes ☒ No ☐

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose. The response must include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

See Appendix for Response

11. Prior to the date of registration² for this foreign principal has the registrant engaged in any registrable activities, such as political activities, for this foreign principal?

Yes ☐ No ☒

If yes, describe in full detail all such activities. The response should include, among other things, the relations, interests, and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored, or delivered speeches, lectures, social media, internet postings, or media broadcasts, give details as to dates, places of delivery, names of speakers, and subject matter. The response must also include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Set forth below a general description of the registrant's activities, including political activities.

Set forth below in the required detail the registrant's political activities.

Date	Contact	Method	Purpose
------	---------	--------	---------

12. During the period beginning 60 days prior to the obligation to register³ for this foreign principal, has the registrant received from the foreign principal, or from any other source, for or in the interests of the foreign principal, any contributions, income, money, or thing of value either as compensation, or for disbursement, or otherwise?

Yes ☐ No ☒

If yes, set forth below in the required detail an account of such monies or things of value.

Date Received	From Whom	Purpose	Amount/Thing of Value
---------------	-----------	---------	-----------------------

13. During the period beginning 60 days prior to the obligation to register⁴ for this foreign principal, has the registrant disbursed or expended monies in connection with activity on behalf of the foreign principal or transmitted monies to the foreign principal?

Yes ☐ No ☒

If yes, set forth below in the required detail and separately an account of such monies, including monies transmitted, if any.

Date	Recipient	Purpose	Amount
------	-----------	---------	--------

¹ "Political activity," as defined in Section 1(o) of the Act, means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

^{2,3,4} Pursuant to Section 2(a) of the Act, an agent must register within ten days of becoming an agent, and before acting as such.

EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date

Printed Name

Signature

07/20/2021

Joe Miklosi

/s/Joe Miklosi

EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

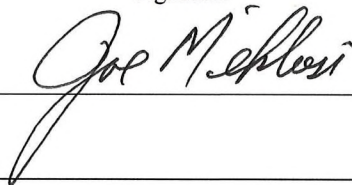
Date

Printed Name

Signature

5/18/2021

Joe Miklosi



Appendix

Response to Item 10

Item 10: Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act. If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose. The response must include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Dr. Reginald Boulos started the MTVAyiti political movement to empower more Haitians, especially women, farmers, youth, and the Haitian American diaspora. Dr. Boulos is an emerging Presidential candidate for the country of Haiti. Dr. Boulos believes it is important for the country of Haiti to have a productive partnership with leaders in the United States government. Dr. Reginald Boulos it is important to engage and activate Haitian Americans to create a new political movement in Haiti as well as engage the United States government.



**“Never give up on hope. Most of the greatest achievements of humanity were accomplished by tired, discouraged people who never gave up on hope.” –
“Hearts for Haiti”**

**Bridge Consulting, B-Corp. &
Novitas Communications Inc.
Federal Lobbying and Public Relations
Proposal for Dr. Reginald Boulos**
May 7, 2021



Bridge Consulting, B-Corp & Novitas Communications

Scope of Engagement

To develop and execute a fundraising plan to generate \$3.5 million dollars from a portion of the approximate 1.6 million Haitian Americans. Additionally, to develop and implement a United States federal government lobbying and public affairs plan that enhances the dialogue and deepens the relationship with U.S. policymakers, U.S. and international media outlets, opinion leaders, and business leaders to enhance the reputation and potential Haitian Presidential candidacy of Dr. Reginald Boulos. The scope of engagement will promote a better understanding of Haiti's political, social, and economic reforms to all relevant stakeholders which will strengthen the U.S. - Haiti historic and long-standing relationship. Finally, Bridge Consulting, B-Corp. will attempt to assist Dr. Boulos reinstate his Visa with the United States.

Bridge Consulting, B-Corp. Summary

Former Colorado Representative Joe Miklosi has been serving the public and bridging goals in the government, business, and nonprofit sectors for 28 years in Colorado, Washington, D.C., Haiti and around the globe.

Miklosi is the Founder and CEO of Bridge Consulting - a Public Benefit Corporation. Miklosi relies on his 28 years of international development, elected office, business acumen, public policy, and government relation's experience with Members of Congress, the State Department, the Department of Defense, USAID, international nonprofit organizations, other political stakeholders in Washington, D.C., and in dozens of developing nation capitals to recruit and elect candidates, assist nonprofits secure U.S. government funding, to influence public policy, to market products for business clients or to achieve another policy or organizational goal.

Bridge Consulting, B-Corp & Novitas Communications

For example, Bridge Consulting, B-Corp. provides government relations, professional lobbying, and international business development services for US-based nonprofit organizations and companies working in Washington, D.C. or expanding in Haiti, Africa, India and Latin America. Bridge Consulting, B-Corp. also focuses on securing Congressional appropriation requests for nonprofit clients. Joe Miklosi has been a registered lobbyist in Washington, D.C. for five years.

Overall, Bridge Consulting, B-Corp. builds innovative public private partnerships, including Corporate Social Responsibility (CSR) or Shared Value partnerships to influence policy makers. Bridge Consulting, B-Corp. also assists its clients navigate complex bureaucratic government agencies to educate Members of Congress about important public policy issues, to secure government and corporate funding, and to pass or defeat legislation.

Novitas Communications, Inc. Summary

Novitas Communications (Novitas) is a full-service public relations agency providing award-winning solutions and execution while instilling excellence and integrity into every client partnership. Novitas specializes in political communications, crisis communications, digital media, issue management, and public and media relations for clients across the globe and in Washington, D.C.

Novitas was founded to work with political clients and clients in highly regulated industries and organizations, such as oil and gas, banking, housing, healthcare, education, insurance, and other regulated sectors. During the last few years, Novitas has extended its expertise in additional industries including technology, transportation, real estate, data centers and other industries that are working to make a difference in communities. Novitas has built a reputation of doing right and going the extra mile for its clients. Novitas believes that integrity should be the cornerstone of every organization.

Bridge Consulting, B-Corp & Novitas Communications

Founded in 2008, Novitas empowers clients by crafting and implementing communications campaigns that influence public opinion, enhance brand recognition, and keep stakeholders informed. Novitas' headquarters is located in Denver, Colorado, USA. Novitas has worked with clients all over the world. Through its Public Relations Global Network, Novitas has 51 sister agencies throughout the United States and on every continent minus Antarctica.

Novitas' clients trust Novitas staff with sensitive and confidential information and Novitas take its roles as stewards of their reputation seriously. Novitas is both a public relations firm and an extension of each of its clients.

Haiti Political Summary

The country of Haiti has a both a rich and a compelling political history with both prideful achievements and a series of lackluster leaders and corruption. From its inspiring Independence victories in the early 19th Century and its incredibly durable people and character, the country of Haiti has suffered through Presidents who have succumbed to corruption and personal ambition.

Haiti needs stable, non-corruptible leadership to both capitalize and to maximize Haiti's natural resources, its dominatable spirit of the Haitian people, and its superior economic growth possibilities.

Dr. Reginald Boulos is the potential Presidential candidate who can unite both Haiti's progressive populist, low-income, and agriculture sectors with other Haitian communities to create a stable, governing majority. Dr. Boulos is the only candidate who can avoid corruption to both restore Haiti's reputation within the United States, the regional and international community, and to grow the country economically.

Proposal Summary and Vision of Dr. Reginald Boulos

Almost since inception, Haiti has experienced tremendous political, civic, and religious freedom upheaval. Dr. Boulos envisions a different pathway to advance Haiti and the welfare of its people. Many Americans, both domestic and international media outlets, and Members of Congress are not aware of Dr. Boulos' proposed democratic and economic reforms.

Bridge Consulting, B-Corp & Novitas Communications

Below is both a U.S. federal government and public relations strategy to guide and nurture Dr. Boulos' potential Presidential bid. The strategy is to build good will and credibility within the U.S. State Department and with Members of Congress, especially Members of the Foreign Affairs committees while generating revenue from Haitian Americans.

Dr. Boulos is interested in running on a campaign platform of rebuilding Haiti the way he rebuilt his grocery stores after rioters looted his stores. Dr. Boulos is writing a book that will be published in the spring of 2021 to highlight his vision for the people of Haiti. The book will also highlight his impressive list of accomplishments in both the medical and business sectors. Dr. Boulos will refuse to accept campaign funds in Haiti because the funds will either stem from illegal drug sources or other corrupt sources.

Dr. Boulos is already coordinating with 19 appointed advisors who have been assigned to 19 geographic areas of Haiti. These advisors have and will continue to organize their respective region for Dr. Boulos' future potential candidacy. Dr. Boulos anticipates raising between \$10 million dollars to communicate his vision to the people of Haiti. Dr. Boulos may donate up to \$1 million dollars of his own money to ensure electoral victory. Currently, Dr. Boulos is spending \$35,000 per month on the campaign.

Regarding campaign donations, Dr. Boulos will raise money from the approximate 1.6 million Haitian diaspora communities in the United States. The Haitian diaspora are concentrated in Miami, New York City, Chicago, and Boston. Bridge Consulting and Novitas Communications will assist Dr. Boulos and his campaign team create a week-long series of in-person, fundraising and media opportunities in the major U.S. diaspora communities.

Dr. Boulos wants to generate media in all of the major networks in the USA, including the Miami Herald, to fundraise in Haitian American communities. Dr. Boulos believes that whoever Biden supports will win the election. The Haitian diaspora communities contribute \$3.8 billion dollars annually to the Haitian economy.

Bridge Consulting, B-Corp & Novitas Communications

Dr. Boulos will consider the following potential themes in his potential Presidential campaign: Haiti is financially and morally bankrupt and Dr. Boulos will help revive Haiti the way he has revived businesses, patients, and communities in Haiti. Dr. Boulos will highlight his long list of achievements to the Haitian people. For example, every business Dr. Boulos has bought was bankrupt and he turned each company into a profitable company with good wages. Dr. Boulos will do the same for the country of Haiti.

Dr. Boulos' family has been in Haiti for 145 years and he believes his reform process will take 30 years. Dr. Boulos will plant the seeds but he may not see the long-term benefits of his growth reforms. Overall, Dr. Boulos wants to focus on support from the United States, from the Dominican Republic (DR), and rebuilding trade relationships with African countries, such as Benin and Rwanda.

Dr. Boulos likes the Presidential models of both Rwanda and Benin because both Presidents are strong business leaders. Dr. Boulos describes himself as a "3rd Way" politician. He likes business principles from the Republican platform and social justice values from the Democratic platform. Dr. Boulos has experience working with the United States government. For example, Dr. Boulos has received \$4 million dollars of USAID funds as well as positive USAID audits.

Dr. Boulos will confront many opponents, including the existing, corrupt ruling Haitian class as well as many haters on social media.

Bridge Consulting, B-Corp & Novitas Communications

Public Relations Strategy

Bridge Consulting, B-Corp. and its public relations partner, Novitas Communications, Inc., propose a three-prong approach to re-write the narrative about how both U.S. -based and International media as well as American elected officials perceive Dr. Boulos and Haiti's future. The three-prong approach will focus on public relations, fundraising, and influencing U.S. federal government stakeholders.

The Public Relations Assignment and Challenge

Novitas Communications, Inc., in partnership with Bridge Consulting, B-Corp. will elevate the voice of Dr. Boulos and his new political party in advance of the Haiti presidential elections. The cornerstone of Dr. Boulos' messaging platform will be Haiti's economic and policy reforms, the potential for expanded democracy within Haiti and throughout its electoral process, and support from the United States in light of a new Biden administration.

Public Relations Strategy

Novitas Communications, Inc. will influence the conversation and influence the influencers by effectively redirecting the narrative to the impact of Dr. Boulos' proposed reforms for Haiti and to the urgent need for U.S. support of a new political party in Haiti and the reforms that it will bring.

Novitas Communications, Inc. will also highlight the fundraising activities performed by Bridge Consulting, B-Corp. to increase awareness and to help increase attendance at fundraising events.

Legislative Outreach Strategy

Bridge Consulting, B-Corp. will complement the public relations work of Novitas Communications by lobbying key and influential Members of Congress and Congressional staff to educate Members about Dr. Boulos' long list of achievements as well as his robust democratic reform vision and agenda. Bridge Consulting, B-Corp. will prioritize Members of Congress who serve on the Foreign Relations committee.

Bridge Consulting, B-Corp & Novitas Communications

Bridge Consulting, B-Corp. will also utilize its extensive network in Washington, D.C. to meet with State Department Bureau of Western Hemisphere leadership, State Department political appointees, and other leaders in the new Biden Administration State Department. Miklosi and his government relation allies in Washington, D.C. will update and persuade these leaders to fully understand the complexities of the Haitian government.

During Bridge Consulting, B-Corp's meetings with both Congressional and State Department leadership, Miklosi and his government relations allies will emphasize how Dr. Boulos' vision will stabilize the country of Haiti after decades of political instability, corruption, and turmoil.

Core Public Relations Program

First, Novitas will schedule an in-depth discovery and exploration meeting with Dr. Boulos and his team and to better understand the team's communication goals and previous public relations efforts. From this meeting, Novitas will gain a deeper level of understanding about Dr. Boulos' communication strengths, weaknesses, opportunities and threats. For example, are there partners who can lend credibility to your voice? Who will be our opposition?

The initial meeting will include Bridge Consulting, B-Corp. because Bridge Consulting, B-Corp. and Novitas know that the most powerful lobby and policy programs are ones in which government affairs and public relations are working hand-in-hand with one another.

A sound, public relations program will complement the lobby program, amplifying Dr. Boulos' message and creating an urgent call to action that is heard by key decision makers. Together, Bridge Consulting, B-Corp. and Novitas will always ensure alignment between the lobby and public relations programs.

Once armed with an understanding of Dr. Boulos' goals as well as the focus of the lobby and policy programs, Novitas will finalize the overarching communications strategy and present the plan to Dr. Boulos as a formal communications plan. Public relations tactics Novitas already envisions as part of this plan include:

Bridge Consulting, B-Corp & Novitas Communications

- Develop Message Platform and Persuasive Narrative Relevant to Today's Political Environment: Develop a factual yet persuasive message platform that drives all communications materials.
- Identify and Develop Press Materials Such As:
 - Issue Backgrounders
 - FAQs
 - Difficult Q/As
 - Updated Bio(s)
 - Press Talking Points
 - Media training for Dr. Boulos and anybody else important to this effort
- Identify Third-Party Messengers and Press Spokespeople: These spokespeople will serve as a valuable asset. For example, we can quote these individuals in press releases, social media quotes, or even add to credibility to our press pitches. Potential third-party messengers are suggested below and we will continue to add to this list as we identify allies.
- Deskside Interviews: Arrange meetings between Dr. Boulos and reporters in the United States covering Haiti to keep Dr. Boulos top-of-mind when reporting on issues and events coming out of Haiti.
- Media Relations and Press Outreach: Media relations efforts will focus on educating and informing reporters covering Haiti with the goal to generate coverage for our point-of-view. Novitas will develop a process for engaging with the media and manage/vet press inquiries.
- Rapid-Response Pitching: Novitas will reach out to reporters in real-time when relevant press pieces hit, ensuring reporters know we can be a resource for them.
- Newsjacking: Novitas will work to plug Dr. Boulos into emerging stories on
- Daily Media Clips: Each morning, Novitas will select the top stories about Haiti in the United States and share with Dr. Boulos and his team to ensure everyone understands that we are on the same page.

Bridge Consulting, B-Corp & Novitas Communications

- Social Media: Novitas will draft and post, as necessary, social media posts to Dr. Boulos and the new party's social media pages as well as allies' social media.
- Coordinate with Bridge Consulting to focus on building awareness and attendance in the top five Haitian American communities where Bridge Consulting will coordinate fundraising events.

Key Audiences

- U.S. Press
- President-Elect Biden Administration
- U.S. Policymakers
- NGOs
- U.S.-based Human Rights Groups
- UN and the United Nations Human Rights Council
- Think Tanks
- U.S. Haitian ex-pats and refugees
- Social-Conscious General U.S. Public

Potential Press & Op-Ed Angles

- Haiti and the Policy Position of the Biden Administration
- Trump Left Haiti - Will Biden Re-Enter?
- The Humanitarian Situation in Haiti is Getting Worse - What you Need to Know
- Could The Turning Point For Haiti Rest On The Upcoming Presidential Election?
- Democratic Principles in Haiti - Who should the West support?
- What is the Future of Haiti?
- The Future of the Haitian People - What the U.S. Haitian Diaspora has to Say
- Haiti's National Election - What's at Stake and What does it mean for U.S. Relations with Haiti

Bridge Consulting, B-Corp & Novitas Communications

Potential Press Targets

- New York Times
- The New Yorker
- Wall Street Journal
- Washington Post
- Roll Call
- The Hill
- Foreign Policy
- Foreign Affairs
- Politico
- Associated Press
- Reuters
- The Economist
- Agence France-Presse
- Atlanta Journal Constitution
- Mother Jones
- Real Clear Politics
- The American Prospect
- Voice of America
- Media Matters
- National Public Radio
- CSPAN
- CNN
- MSNBC and NBC
- ABC ("This Week" & "The View")
- CBS ("Face the Nation" & "Sunday Morning")
- BBC
- PBS
- National Political Podcasts
- Major state TV outlets in U.S. cities with large Haitian diasporas

Bridge Consulting, B-Corp & Novitas Communications

Fundraising Goals

Dr. Boulos has as **stretch** goal to generate \$10 million dollars and a **floor** goal to generate \$3.5 million dollars from the Haitian American community. There are approximately 1.6 million Haitian Americans. Bridge Consulting will create and implement a fundraising strategy to achieve the following goals:

- Compile, research, and segment the top five to 10 most populous Haitian American communities.
- Research giving history and donation patterns from as many Haitian Americans as possible.
- Identify influential and disaffected Haitian Americans in each of the top 10 cities to serve as members of the Donor Advisory Committee. Coordinate with committee leaders to schedule, host, and implement successful fundraising events in at least five of the cities.
- Conduct follow up after each fundraising event to generate additional revenue.
- Create an online and social media presence campaign strategy to secure low dollar, sustaining or monthly donors.

Legislative Goals

In close consultation with the U.S. Haitian diaspora community and other civic organizations, Bridge Consulting, B-Corp. will focus on achieving the following legislative and government relations goals:

- Utilize Miklosi's bi-cameral and bi-partisan relationships with Members of Congress to influence them about the current geo-political developments within the country of Haiti. Miklosi has developed deep relationships with Members of Congress and Congressional staff. For example, Miklosi has worked with Senator Dick Durbin and his Foreign Relation's staffer, Chris Homan, on multiple foreign relations topics and legislation.
- Neutralize or reduce the impact of the Dr. Boulos' opponents within the U.S. Congress and the U.S. State Department.

Bridge Consulting, B-Corp & Novitas Communications

- Create a strategy for coordinating with allies, including unlikely allies from multiple sectors (civic, faith, business, interest groups), who in turn, can influence Members of Congress regarding geo-political developments within the country of Haiti.
- Other duties as assigned by the Dr Boulos.

List of Prospective Members of Congress to Lobby

Bridge Consulting, B-Corp. will focus on lobbying and persuading the following Members of Congress:

- Members who represent the 12 largest Haitian communities in the United States.
- Members of Congress that Chair Foreign Relations committees and subcommittees.
- Members of Congress that Chair powerful and important Appropriations committees and subcommittees, including the State Foreign Operations and Related Programs subcommittee.

Next Steps and Timeline

May 2021

Public Relations

- Exploration and Discovery.
- Develop and Finalize Communication Strategy.
- Messaging & Pitch Development.
- Media Training.
- Begin Press Pitching.

Bridge Consulting, B-Corp & Novitas Communications

Fundraising

- Research, compile, and segment top 10 Haitian American communities for fundraisers.
- Begin to research giving history and donation patterns from as many Haitian Americans as possible.
- Identify influential and disaffected Haitian Americans in each of the top 10 cities to serve as members of the Donor Advisory Committee.
- Coordinate with committee leaders to schedule, host, and implement successful fundraising events in at least one of the cities.
- Create an online and social media presence campaign strategy to secure low dollar, sustaining or monthly donors.

Legislative

- Perform Congressional and State Department mapping and prioritizing exercise to determine supporters and opponents.
- Begin scheduling Zoom meetings for Dr. Boulos and with Members of Congress and Congressional staff.

June & July 2021

Public Relations

- Daily media clips.
- Press outreach, potential press angles and narratives.
- Identify third-party allies, potential third-party spokespeople.
- Begin to incorporate messaging into allies' social platforms.
- Long-lead podcast pitching.
- Announce campaign or party milestones (fundraising, etc.)
- Desk-sides.

Fundraising

- Continue to research giving history and donation patterns from as many Haitian Americans as possible.
- Identify influential and disaffected Haitian Americans in each of the top 10 cities to serve as members of the Donor Advisory Committee.
- Coordinate with committee leaders to schedule, host, and implement successful fundraising events in at least two of the cities.

Bridge Consulting, B-Corp & Novitas Communications

- Continue to compile emails and cell phones for both campaign updates and donations.
- Continue to manage an online and social media presence campaign strategy to secure low dollar, sustaining or monthly donors.

Legislative

- Continue scheduling Zoom meetings with Members of Congress and Congressional staff.
- Coordinate with Novitas to align media outreach opportunities in states and Congressional districts with large Haitian American population centers.

August – November, 2021

Public Relations

- Daily media clips and newsjacking.
- Focus on Op-ed placements.
- Continue with press strategy and newsjacking.
- Continue to incorporate messaging into allies' social platforms.

Fundraising

- Continue to research giving history and donation patterns from as many Haitian Americans as possible.
- Identify influential and disaffected Haitian Americans in each of the top 10 cities to serve as members of the Donor Advisory Committee.
- Coordinate with committee leaders to schedule, host, and implement successful fundraising events in at least two of the cities.
- Continue to compile emails and cell phones for both campaign updates and donations.
- Continue to manage an online and social media presence campaign strategy to secure low dollar, sustaining or monthly donors.

Legislative

- Continue scheduling Zoom meetings with Members of Congress and Congressional staff.

Bridge Consulting, B-Corp & Novitas Communications

- Continue to coordinate with Novitas to align media outreach opportunities in states and Congressional districts with large Haitian American population centers.

Fee Structure

Bridge Consulting, B-Corp. and Novitas Communications, Inc. propose a seven-and a half month contract (May 7, 2021 – November 30, 2021) to achieve the goals outlined in this proposal with a monthly retainer of \$10,000.

The fee will be paid on the first day of each month for the work to be performed in the next month. If payment is not received within five days of the due date (the 15th) of each month, all work shall cease.

Bridge Consulting, B-Corp. and Novitas Communications, Inc will also receive 2% of gross fundraising revenue generated from the events organized with Haitian Americans in the United States as well as the online donations from Haitian Americans. Additional fundraising opportunities in other countries, such as in the Dominican Republic, will be negotiated by the Client and Consultant.

By contrast, most New York and Washington, D.C. based public relations and public policy firms would charge between \$50,000 – \$100,000 **per month** for the extensive government relations and PR services outlined in this proposal.

Win Bonus: If Dr. Boulos is successful at winning the Presidency of Haiti, both Bridge Consulting, B-Corps. and Novitas will each receive a win bonus of \$50,000 USD for a total of \$100,000 USD. The win bonus is payable within 90 days of the election victory.

Bridge Consulting, B-Corp & Novitas Communications

CONSULTING AGREEMENT

This Consulting Agreement (the “**Agreement**”) is entered into on May 7, 2021 by and between Novitas Communications, Inc, a Colorado-based Corporation, (“Consultants”) and Dr. Reginald Boulos, a foreign entity (as “Client”). Throughout this Agreement, Client and Consultants may be referred to as a “Party,” and collectively as “Parties.”

RECITALS

WHEREAS, Consultant desires to accept such engagement on the terms set forth herein.

NOW, THEREFORE, in consideration of the above premises and the mutual promises and covenants contained herein, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows:

AGREEMENT

1. Engagement. Client hereby engages Consultant to provide business development consulting services, and Consultant hereby agrees to provide such services to Client.
2. Term. This Agreement shall commence on May 7, 2021 (the “Effective Date”), and, unless otherwise amended or terminated in accordance with Section 15 hereof, shall terminate on November 30, 2021 (“Term”). This Agreement may be extended only by mutual written agreement of the Parties.
3. Scope of Work. Consultant will provide the services designated on Exhibit A hereto, which Exhibit is fully incorporated by reference into this Agreement.
4. Compensation. As compensation for Consultant’s services provided hereunder, Client will pay Consultant \$10,000.00 USD per month on the following schedule on the first day of each month thereafter so long as the Agreement remains in effect. Additionally, Client will pay Consultant 2% of gross revenues generated from the fundraising and online events conducted by

Bridge Consulting, B-Corp & Novitas Communications

Consultant in the USA with the Haitian American community. The 2% fee will be paid monthly.

- a. Novitas Communications, Inc. agrees to pay Bridge Consulting, B-Corp. \$5,000.00 USD plus 50% of the 2% donations generated each month during the partnership.
5. Expenses. Consultant shall be reimbursed for all reasonable expenses incurred in the performance of its duties under this Agreement (e.g. taxi fares, meals, etc.) Expenses exceeding \$500.00 shall require advance approval by Client.
6. Confidentiality. Consultant and Client acknowledge that during the term of this Agreement, it will be necessary for each to share Confidential Information (as defined in Exhibit B) with the other. Such sharing of Confidential Information will be governed by the terms of the non-disclosure agreement attached hereto as Exhibit B, the terms and conditions of which are incorporated into this Agreement as if fully set forth herein.
7. Independent Contractor, No Agency. The Parties are and shall be independent contractors to one another, and nothing herein shall be deemed to cause this Agreement to create an agency, partnership, or joint venture between the Parties. Nothing in this Agreement shall be regarded, interpreted or construed as creating or establishing any relationship of employer and employees between Client and either Consultant or any employee or agent of Consultant.
8. Termination. This Agreement may be terminated in accordance with the following provisions:
 - a. This Agreement shall terminate automatically upon the expiration of the Term;
 - b. The Parties shall have the right to terminate this Agreement by mutual written consent;
 - c. Either Party shall have the right to terminate this Agreement upon 30 days prior written notice to the other Party.

Bridge Consulting, B-Corp & Novitas Communications

9. Entire Agreement, Amendment. This Agreement is the entire agreement between Consultant and Client with respect to the services to be provided by Consultant to Client and supersedes any prior agreements, whether written or oral, between the Parties. This Agreement shall not be amended or modified except by written instrument signed by both Parties.

10. Severability. If any provision of this Agreement or the application thereof to any person or circumstances shall be invalid or unenforceable, the remainder of this Agreement and the application of the provision at issue to other persons or circumstances shall not be affected but rather shall be enforced to the extent permitted by law.

11. Counterparts. This Agreement may be executed in counterparts, each of which shall be deemed an original but all of which shall constitute one and the same instrument. Any signature on a copy of this Agreement or any document necessary or convenient thereto sent by facsimile or email shall be binding upon transmission by facsimile or email and the facsimile or email copy may be utilized for the purposes of this Agreement.

12. Governing Law. This Agreement shall be governed by and construed in accordance with the laws of the State of Colorado without regard to its choice of law provisions.

13. Disputes. Client and Consultant agree that the exclusive venue for any litigation or dispute arising out of this Agreement shall be in the City and County of Denver, Colorado. If either Party brings suit under this Agreement, then the prevailing Party in any such litigation shall be entitled to recover its reasonable costs and attorneys' fees, including on appeal.

14. Notices. All notices required under this Agreement shall be sent via check to the following address:

Consultants:

Michelle Lyng

Novitas Communication, Inc
1732 Wazee St., #201
Denver, CO 80202
202-380-7114
mblyng@novitascommunications.com

Honorable Joe Miklosi

Bridge Consulting, B-Corp.
2205 South Holly Street – Unit 8
Denver, CO 80222
303-919-4748
Joe@joemiklosi.com

Bridge Consulting, B-Corp & Novitas Communications

15. Waivers. No waiver by either Party of any of the provisions of this Agreement is effective unless explicitly set forth in writing and signed by the waiving Party. No failure to exercise, or delay in exercising, any rights, remedy, power or privilege arising from this Agreement operates or may be construed as a waiver thereof. No single or partial exercise of any right, remedy, power or privilege hereunder precludes any other or further exercise thereof or the exercise of any other right, remedy, power or privilege.

16. Headings. Headings and captions contained in this Agreement are used for purposes of reference only and shall not affect the meaning or interpretation of this Agreement.

17. Representations and Warranties of the Parties. Client hereby warrants and represents to Consultant that it has the full power to enter into this Agreement and to carry out its obligations under this Agreement. NO OTHER WARRANTIES ARE EXPRESSED OR IMPLIED. Consultant hereby warrants and represents to Client that it has the full power to enter into this Agreement and to carry out its obligations under this Agreement. NO OTHER WARRANTIES ARE EXPRESSED OR IMPLIED.

18. Compliance with Law. Consultant will comply with all federal, state, and local laws, rules and regulations applicable to the performance of Consultant's obligations under the Agreement, including compliance with the Lobbying Disclosure Act registration and reporting requirements, as well as record retention requirements. Client will provide Consultant with basic company information that Consultant is required to collect and submit under lobbying disclosure registration and reporting requirements. Consultant shall report all relevant fees paid under this Agreement as lobbying expenses.

IN WITNESS WHEREOF, this Agreement is executed as of the Effective Date.

Client:

Consultants: Novitas Communication, Inc

BY: Dr. Reginald Boulos

BY: Michelle Lyng, Novitas Communications, Inc., 1732 Wazee St., #201, Denver, CO 80202

Bridge Consulting, B-Corp & Novitas Communications

Date

Joe Miklosi

Signature

May 7, 2021

Date

Michelle Blyng

Signature

May 7 2021

Date

Bridge Consulting, B-Corp & Novitas Communications

MUTUAL NONDISCLOSURE AGREEMENT

This Mutual Nondisclosure Agreement ("Agreement") is made as of May 7, 2021, by and between Dr. Reginald Boulos, and with both Bridge Consulting, B-Corp., and Novitas Communication, Inc., two Colorado based organizations, both with principal offices of business located in Denver and Boulder, Colorado, USA. Each entity may be described herein as a "**Party**" or together as "**Parties**."

WHEREAS, in order to determine whether to pursue potential business relationships or transactions which may arise from time to time (each a "Project"), each Party (the "Receiving Party") understands that the other Party (the "Disclosing Party") has disclosed or may disclose information relating to the Disclosing Party's business; including, but not limited to: business proposals, term sheets, business plans and strategies, private placement memorandums/offering memorandums/offering circulars, partnership agreements, limited partnership agreements, limited liability company agreements, articles of organization, business and pricing models, portfolio breakdowns and summaries, financial information, banking information and relationships, investment information and relationships, professional relationships, security issuance information, forecasts, books and records, operational information, proprietary information relating to Disclosing Party's products and services, customer/potential customer lists and related information, contracts, marketing and sales reports and related data, research reports and related data, technology and trade secrets, employee lists and personnel information, prototypes, samples, software, software graphical interfaces, business or marketing plans, product development plans, identification of strategic partners, recruiting status of potential employees, algorithms, schematics, development plans and strategies, and all other information that Disclosing Party discloses to Receiving Party, whether or not labeled as such and regardless of the method of transmission or the media in which the same is stored or recorded (all such information, together with analyses, compilations, studies or other documents or records prepared by either Party or any of their respective representatives which contain, or otherwise reflect, or are generated from, such information is hereinafter referred to as the "Proprietary Information" of the Disclosing Party); and

WHEREAS, the Parties agree that it may become necessary and/or appropriate to share Proprietary Information as part of any Project and as part of a determination whether to pursue a Project; and

Bridge Consulting, B-Corp & Novitas Communications

WHEREAS, the Parties desire to maintain the confidential nature of the Proprietary Information before a Project, during any Project and after any Project is concluded.

NOW, THEREFORE, in consideration of the foregoing, the exchange of consideration related to any Project, and any access of the Receiving Party to Proprietary Information of the Disclosing Party, the Parties hereby agree as follows:

Bridge Consulting, B-Corp & Novitas Communications

1. The Receiving Party agrees: (i) to hold the Disclosing Party's Proprietary Information in confidence and to take reasonable precautions to protect such Proprietary Information (including, without limitation, all precautions the Receiving Party employs with respect to its own similar confidential materials); (ii) not to divulge any such Proprietary Information to any third person, except as provided in this Agreement; and, (iii) not to use any such Proprietary Information except in connection with a Project. Without granting any right or license, the Disclosing Party agrees that the foregoing will not apply with respect to any information that the Receiving Party can document: (A) is or becomes (through no improper action or inaction by the Receiving Party or any affiliate, agent, consultant or employee) generally available to the public; (B) was in the Receiving Party's possession or known by it without restriction prior to receipt from the Disclosing Party; (C) was rightfully disclosed to it by a third party without restriction; or (D) was independently developed by the Receiving Party without use of any Proprietary Information of the Disclosing Party. The Receiving Party may make disclosures required by law or court order provided the Receiving Party uses diligent reasonable efforts to limit disclosure and to obtain confidential treatment or a protective order and has notified and allowed the Disclosing Party to participate in the proceeding.

2. Immediately upon a request by the Disclosing Party at any time, the Receiving Party will turn over to the Disclosing Party all copies of tangible Proprietary Information received from the Disclosing Party, and will destroy all memoranda, summaries, notes, emails, electronic files, and other materials prepared by it or its representatives which is, is based on, or is related to such Proprietary Information.

3. The Receiving Party understands that nothing herein: (i) requires the disclosure of any Proprietary Information of the Disclosing Party; or (ii) requires the Disclosing Party to proceed with any Project.

4. The Receiving Party acknowledges and agrees that due to the unique nature of the Disclosing Party's Proprietary Information, there can be no adequate remedy at law for any breach of its obligations hereunder, which breach may result in irreparable harm to the Disclosing Party, and therefore, that upon any such breach or any threat thereof, the Disclosing Party shall be entitled to appropriate equitable relief, without the requirement of posting a bond, in addition to whatever remedies it might have at law. In the event that any of the provisions of this Agreement shall be held by a court or other tribunal of competent jurisdiction to be illegal, invalid or unenforceable, such provisions shall be limited or eliminated to the minimum extent necessary so that this Agreement shall otherwise remain in full force and effect. This

Bridge Consulting, B-Corp & Novitas Communications

Agreement shall be governed by the law of the State of Colorado without regard to the conflicts of law provisions thereof, and the Parties submit to the exclusive jurisdiction and venue of the District Court for the Second Judicial District, State of Colorado, County of Denver, and the United States District Court located in the State of Colorado, County of Denver. This Agreement supersedes all prior discussions and writings and constitutes the entire agreement between the Parties with respect to the subject matter hereof. The prevailing Party in any action to enforce this Agreement shall be entitled to costs and attorneys' fees. No waiver or modification of this Agreement will be binding upon a Party unless made in writing and signed by a duly authorized representative of such Party and no failure or delay in enforcing any right will be deemed a waiver. This Agreement may be executed in two or more counterparts, each of which shall be an original, and all of which, taken together, shall constitute one Agreement. This Agreement may be executed by facsimile.

AGREED AS OF THE DATE FIRST SET FORTH ABOVE:

Novitas Communication, Inc., a Colorado corporation

By: Michelle Lyng

Its: Founder & CEO

Signature: Michelle Lyng

BRIDGE CONSULTING, A COLORADO PUBLIC BENEFIT CORPORATION

By: Joe Miklosi

Its: Founder & CEO

Signature: Joe Miklosi

Dr. Reginald Boulos

Signature: _____

Bridge Consulting, B-Corp & Novitas Communications



Honorable Joe Miklosi, MPA
Founder & CEO, Bridge Consulting, B-Corp.
Colorado Representative (2009 – 2013)

Joe Miklosi has been serving the public and bridging goals in the government, business, and nonprofit sectors in Colorado, Washington, D.C. and around the globe for 28 years. Miklosi believes that combining the time, talent and treasure from the government, business and nonprofit sectors will solve today's most challenging obstacles.

Miklosi's diverse background includes helping start a software company, serving four years in the Colorado State House of Representatives, running for U.S. Congress in 2012 in Colorado's 6th Congressional District, and working in 35 developing nations on health care and agriculture projects to reduce poverty.

In 2015, Joe created Bridge Consulting – a B-Corp or Public Benefit Corporation – to capitalize on his diverse, multi-sector work experience. Bridge Consulting, B-Corp. is a full-service consulting company that provides international business consulting; public policy, political, and lobbying consulting, and nonprofit strategic management, Corporate Social Responsibility (CSR), and public-private partnership (PPP) consulting services to a variety of domestic and international nonprofits and small businesses. For example, Bridge Consulting, B-Corp. provides strategic fundraising consulting services as well as political, regulatory, and lobbying services for

Bridge Consulting, B-Corp & Novitas Communications

clients who need assistance navigating complex government bureaucracies in Colorado, Washington, D.C. and around the globe, generating government revenue, passing or defeating legislation, and creating public private partnerships to maximize value.

Joe's government and political experience includes serving four years as a Colorado Representative in District 9 (southeast Denver and Arapahoe county), recruiting, training, and electing over 100 candidates for local, state and federal office, running a competitive \$6 million-dollar race for United States Congress in 2012, and finishing within 2% against a 23-year incumbent. Joe also served as a senior advisor in the Colorado State Legislature and in the U.S. Senate, worked for President Bill Clinton, and served on Hillary Rodham Clinton's National Finance Committee in 2016.

During his tenure in the Colorado House of Representatives, Joe focused on creating renewable energy jobs, PACE legislation, increasing health care access for thousands of Coloradans, passing the Colorado DREAM Act, creating jobs through Creative Arts Districts, streamlining the health care billing process to save millions of taxpayer dollars, and increasing civic engagement through an online voter registration program, which has registered 1,000,000 Colorado voters.

Miklosi was a member of the Judiciary Committee, the State, Veterans, and Military Committee, the Economic Development Committee, and the Audit Committee. He also served on the 2009 interim Pinnacol Assurance workers compensation committee to reform Colorado's worker compensation laws.

Joe's business experience includes helping start an internet software company as its eighth employee and generating nearly 50% of the company's entire revenue. For six years, Joe also sold software applications for three international software manufacturers, where he was consistently ranked the number one sales representative.

Bridge Consulting, B-Corp & Novitas Communications

Joe's international development and nonprofit experience includes creating and leading the Government Relations Department for eight years as a Director at Project C.U.R.E. Miklosi was responsible for securing multi-million dollar grants from USAID and other international development agencies and creating public private partnerships with corporations to improve health care conditions in the developing world. Project C.U.R.E. is the largest organization in the world that annually donates over \$60 million dollars of life-saving medical supplies and medical equipment to hundreds of hospitals in 135 developing nations.

As Project C.U.R.E.'s Director of Government Relations for eight years, Joe focused on building public-private partnerships with the United States, foreign governments, and with Fortune 500 companies to both strengthen health care systems in the developing world and to donate medical supplies and equipment to hospitals in the developing world.

Joe Miklosi built the Government Relations department for Project C.U.R.E. Joe was responsible for building public-private partnerships between the United States Agency for International Development (USAID), the Centers for Disease Control and Prevention (CDC), the United States Department of Defense HIV/AIDS Prevention Program, foreign governments' international development agencies, Ministers of Health, and Fortune 500 companies to implement health care projects in the developing world.

After securing a federal government grant, Joe was responsible for securing private sector commitments and for creating customized, Corporate Social Responsibility (CSR) programs to help private sector clients achieve their economic, bottom-line goals through humanitarian aid.

Bridge Consulting, B-Corp & Novitas Communications

Joe was the Co-Chair of the *Saving Mothers, Giving Life* Partnership Committee, a \$200 million dollar, 30-organization public private partnership Hillary Clinton initiated to reduce maternal mortality rates by 50% in Uganda, Zambia, and Nigeria. Joe initiated Project C.U.R.E. joining the Board of *Saving Mothers, Giving Life* due to his relationships in the international development sector.

Miklosi serves on multiple international development trade associations, such as InterAction, the Core Group, the Society for International Development, the Posner Center (a Colorado-based, international-focused trade association with over 65 members), the United States Global Leadership Coalition (USGLC) Colorado Advisory Committee, and the Board of Directors for the Center for Effective Foreign Assistance, a bi-partisan, nonprofit organization that promotes effective, efficient and transparent United States international development assistance.

Miklosi has also served on multiple domestic nonprofit boards, such as the Gary Hart Center for Public Service, helping create the AmeriCorps City Year Denver board, which empowers at-risk youth to graduate from high school and the Rwanda Leadership Foundation, which created the second ranked school out of 2,500 schools in Rwanda, Africa. Miklosi is a member of Good Business Colorado, which is a trade association of hundreds of small and medium sized businesses that advocate for sustainable business practices. Miklosi also served eight years in Rotary in both the Highlands Ranch and the Denver Southeast Rotary Clubs, where he helped generate \$100,000 for polio vaccinations in the developing world.

Bridge Consulting, B-Corp & Novitas Communications

Bridge Consulting B-Corp.'s Results:

- From 2017 – 2020, lobbied Colorado legislators on a variety of public policy issues, including vaping small businesses.
- From 2017 – 2020, lobbied Colorado legislators on behalf of National Popular Vote so every vote counts equally.
- From 2017 – 2020, lobbied Colorado municipal leaders to participate in a national lawsuit against the 26 largest pharmaceutical drug manufacturers in the world for over-opioid prescription.
- In 2018 and 2019, lobbied Colorado legislators on behalf of the Colorado Information Sharing Consortium (CISC), to enact law enforcement, data sharing legislation to prevent crime, protect individual liberties, and assist individuals with mental health challenges.
- From 2015 to present, wrote government grants, created research programs, and secured sales and distribution channels for PlantCatalyst, an agriculture company, to sell its innovative product to thousands of small farmers in a dozen African nations so the farmers can grow crops in a more sustainable way. Created research, development and distribution partnerships with multiple public and private stakeholders.
- In 2017, represented Good Chemistry, a Colorado marijuana company, at the Colorado General Assembly to improve Colorado marijuana financial and safety regulations.
- At Project C.U.R.E., generated a \$2 million dollar USAID appropriation's grant in 2010 from his relationships with influential Members of Congress and with USAID. Joe Miklosi and colleagues at Project C.U.R.E. leveraged the grant 100% with corporate funds to donate \$40 million dollars worth of customized medical supplies to dozens of hospitals in the DR Congo and in Guatemala.
- At Project C.U.R.E., secured a \$2.4 million-dollar grant (and growing) in 2011 from the United States Department of HIV/AIDS Prevention Program (DHAPP). The grant provided life-saving, HIV/AIDS related medical supplies and medical equipment to approximately 40 of the 80 developing nations where DHAPP provided HIV/AIDS prevention, treatment and care related services to both military and civilian patients.

Bridge Consulting, B-Corp & Novitas Communications

- At Project C.U.R.E., generated a \$2 million-dollar grant from USAID and the Government of Norway to participate as a Board Member on the Hillary Clinton initiated *Saving Mothers, Giving Life* public-private partnership to reduce maternal mortality rates by 50% in Uganda and Zambia. The partnership reduced maternal mortality rates in targeted districts in Uganda and Zambia by 35% in the first year. Joe Miklosi and colleagues at Project C.U.R.E. matched the \$2 million-dollar grant 100% with corporate funds to donate \$20 million dollars' worth of maternal related medical supplies to hospitals in Uganda and Zambia.
- In February, 2014, Miklosi secured Project C.U.R.E. international media attention at a Center for Strategic and International Studies (CSIS) conference. The conference included international development executives in Washington, D.C., including USAID Administrator Rajiv Shah and CDC Director Tom Friedman. Both leaders praised Project C.U.R.E. for its work helping reduce maternal mortality rates by 35% in east Africa as a Board Member of Hillary Clinton's *Saving Mothers, Giving Life* public private partnership. The conference produced 12 million tweets mentioning the partnership.
- At Project C.U.R.E., responsible for securing 21 additional grants with USAID and other international development NGO's worth approximately \$2.4 million dollars as a sub-contractor to large NGO's such as CRS, JSI, and Abt Associates.
- At Project C.U.R.E. and at Bridge Consulting, B-Corp., managed relationships with executives on Capitol Hill, United States Agency for International Development (USAID), Centers for Disease Control and Prevention (CDC), Department of Defense, and foreign governments.
- Generated own salary at Project C.U.R.E. for first six months of employment.
- In 2015, Educated Members of Congress about victim's rights legislation and signed up multiple co-sponsors for the legislation.
- In 2016, generated over \$100,000 of revenue for DaVita Bridge of Life, the health care foundation.

Bridge Consulting, B-Corp & Novitas Communications

- From 2016 and 2019, generated over \$1,000,000 of revenue for Rocky Mountain Voter Outreach, the political canvassing firm.
- In 2017, increased employment opportunities for people with intellectual and developmental disabilities by 8% for arc Thrift Stores.
- In 2017, established corporate partnerships for NECH-CIEH, the Haitian nursing organization, and generated over \$25,000 of support.
- In 2017, helped elect two Denver School Board candidates to the Denver School Board in a multi-million dollar campaign.

In-Country Work Experience

Ethiopia	Ghana	Guatemala
India	Jamaica	Kenya
Malawi	Mexico	Mozambique
Haiti	Rwanda	Uganda
United Arab Emirates & Dubai	Zambia	Nigeria
South Africa	Serbia	

Bridge Consulting, B-Corp & Novitas Communications



About Michelle Lyng, President and CEO Novitas Communications, Inc.

Michelle Balch Lyng has 22 years of experience in strategic communications and reputation management. Lyng's multiple areas of expertise include political, corporate, and crisis communications, executive positioning, community engagement, and issue management.

As the founder and CEO of Novitas Communications, Lyng advises a wide range of clients from Fortune 100 companies experiencing significant change to start-up grassroots political organizations on proactive and reactive media. Lyng has helped implement organization-wide communications strategies to uphold a reputation when financial and/or regulatory stakes were highest.

Past media coverage for her clients includes the Wall Street Journal, the New York Times, Reuters, USAToday, Washington Post, CNBC, CNN, MSNBC, FOX News, among many other national and local media outlets. The Denver Post named her one of Colorado's "Up and Coming Most Influential Women" and RedState.com dubbed her a "strategic communications expert".

In the private sector, she has helped to amplify the voices of American Banker's "The 25 Most Powerful Women in Banking and Finance" annual ranking. Through this project, Lyng helped produce a 30-minute CNBC segment on Women in Banking and Financial Services to tackle the issues facing female leaders in this male-dominated field.

Bridge Consulting, B-Corp & Novitas Communications

In the political sphere, Lyng is known in Colorado for her work defeating Amendment 66, also known as the “billion-dollar tax increase”. The ballot initiative was defeated by a nearly two-to-one margin.

She also skillfully managed the Mike Fallon for Congress campaign – the most serious challenge to Democratic incumbent Diana DeGette in recent years. The 2010 effort garnered the most votes received by a conservative candidate in an off-year election, secured positive media coverage in top regional outlets, reached out to nearly 150,000 voters, distributed nearly 4,000 yard signs, and raised the most money by a conservative in the history of the Congressional District. She began her political career in Congressman Tom Tancredo’s district office.

As an expert in strategic communications, Lyng has authored several internal publications for her clients and employers, including: “Wikipedia Warfare: A Guide to Winning on Wikipedia”, “War Room Best Practices”, and APCO’s first-ever “Guide to Media Relations”.

Lyng has served her community as a precinct committee person, a vice-chairman, and a chairman pro temps for the Denver Republican Party. She also has served on the boards of The Lincoln Club of Colorado, The First Tee of Colorado, and as the Philanthropy Chair of the Denver Kappa Kappa Gamma Alumni Association. Lyng is also a member of the University Club of Denver. Lyng earned a Bachelors of Arts in Business from Illinois Wesleyan University.